



NOAA
FISHERIES

Atlantic HMS

Atlantic HMS Tournament Expenditures Survey

Overview & Status Update

March 30, 2016

Outline

- Atlantic HMS Tournament Study Goals
- HMS Tournament Study Timeline
- Outreach effort
- Tournament Operator and Participant Survey Instruments
- Survey Delivery and Sampling



Study Goals: Estimate Tournament Economics

- Total Atlantic HMS tournament operations' direct economic activity
- Quantify tournament participants
- Tournament participants' direct economic activity
- Tournaments' total regional economic impact
- Use these data to better inform fishery management & regulatory processes

Study Timeline

2015

- Published Federal Register Notice for the new survey
- Obtained feedback from the Advisory Panel during the September meeting
- Secured a contractor to administer the survey

January 2016

- Approval from OMB for the survey data collection

February 2016

- Developed and posted information flier on the survey to our website

- Finalized questionnaires and sampling protocols
- Notified March HMS tournaments selected for the participant survey

March 2016

- **HMS Listserv notice announcing the start of the survey**
- **Notify April HMS tournaments selected for the participant survey**

Summer – Winter 2016

- Continue conducting the survey

February 2017

- **Tournament survey ends**

Summer 2017

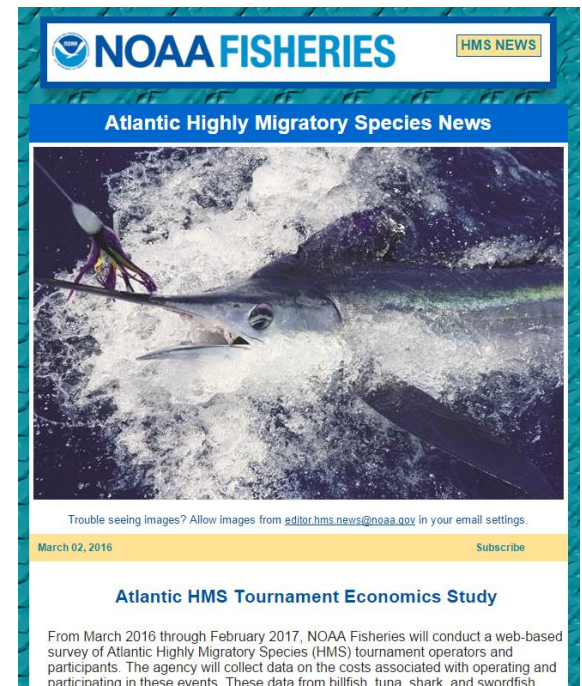
- Data analysis and report composition

Outreach

- Informational flier

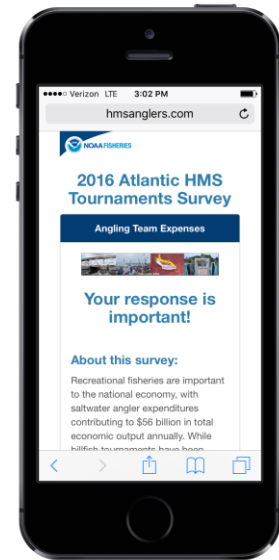


- HMS News email notice



Survey Instrument

- Two survey instruments developed
 - Operator survey
 - Tournament participant survey
- Online survey form was selected
 - Responsive web design for use on computer, smartphones, or tablets
 - Allows for distribution by tournament operators via email to participants
- Paper survey forms available upon request





Section A: General Tournament Operations

We would like to know about your highly migratory species (HMS) tournament.

- **HMS** are tunas, swordfish, sharks, marlins, sailfish, and spearfishes.
- This is a **voluntary** survey. Responses to financial questions will be protected under the Trade Secrets Act.
- This survey should be completed by the **tournament operator** or **designated staff member** for **one tournament only**.

1. About the Tournament:

Name:

City/Town:

State:



Month/Day/Year:

to

Weigh-in date(s):

Weigh-in location(s):

Number of years this tournament been held (including this year):

First year:

Section B: Funding Sources

Please tell us about the various revenue sources associated with your tournament operation. If you spent nothing, please enter "0" for that item.

Source	Total Amount for This Tournament
Registration Fees	<div>\$</div> <input type="text" value="Enter Amount"/>
Optional entry fees/Tournament within a Tournament/Calcutta (optional)	<div>\$</div> <input type="text" value="Enter Amount"/>
Sponsors	<div>\$</div> <input type="text" value="Enter Amount"/>
Concessions	<div>\$</div> <input type="text" value="Enter Amount"/>
Sale of merchandise	<div>\$</div> <input type="text" value="Enter Amount"/>
Other:	
<input type="text" value="Enter Other Source"/>	<div>\$</div> <input type="text" value="Enter Amount"/>



2016 Atlantic HMS Tournaments Survey

Angling Team Expenses



Your response is important!

About this survey:

Recreational fisheries are important to the national economy, with saltwater angler expenditures contributing up to \$56 billion in total economic output annually. This survey represents the first effort by NOAA Fisheries to conduct a comprehensive economic assessment of Atlantic highly migratory species (HMS) tournaments. Your information, when combined with that of other tournament operators and participants nationwide, will allow us to construct a baseline assessment of the economic importance of Atlantic HMS fishing tournaments to coastal communities and businesses. The information gained from this survey can help to minimize impacts on coastal communities from changes in fishery regulations and also help NOAA Fisheries to better understand the effects of natural phenomena, species abundance, and economic change on coastal communities.

Please take a moment to complete this survey. Thank you for helping NOAA sustainably manage our nation's marine resources.

Questions?

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Cliff.Hutt@noaa.gov

Do you have the Passcode provided by NOAA?

Yes

No



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Section B: Tournament Trip Expenses

For this tournament, how much did your **team** spend for the following items?

If you answered "yes" to question 8, please provide your expenses for the **entire trip**.

Team Expense: Please round to the nearest dollar. If you spent nothing, please enter "0" for that item.

State: The U.S. state where the majority of the money was spent.

Type of Expense	Team Expense		State
Fees: tournament, jackpot, or derby entry	\$	Enter Amount .00	State ▼
Grocery or convenience stores (food and drink)	\$	Enter Amount .00	State ▼
Restaurants and bars (food and drink)	\$	Enter Amount .00	State ▼
Parking, boat slip rental, and site access fees	\$	Enter Amount .00	State ▼
Fuel: Auto, truck, or RV	\$	Enter Amount .00	State ▼
Rental: Auto, truck, or RV	\$	Enter Amount .00	State ▼
Bait	\$	Enter Amount .00	State ▼



Participant Demographics

Section D: About You

Different anglers may have different spending patterns. The following questions will help us to ensure that we have a representative sample of anglers, and to see how expenditure patterns may vary. Your answers are strictly confidential.

1. About You: ☐ Male ☐ Female Birth Year:

Number of **Years** you've been saltwater **fishing**:

Number of **Years** you've participated in saltwater fishing **tournaments**:

2. During the past **12 months**...

Number of **HMS tournaments** you have participated in:

Number of **days** you went fishing for **HMS**:

Number of **days** you went fishing for **any** species:

Sampling Plan



- Survey all NMFS-registered Atlantic HMS tournament operators in 2016 (270 – 280)
- Survey participants from 50% of tournaments
 - Simple random sample based on 2015 tournaments should provide representative sample

Survey Delivery Strategy



- Tournament Operators surveys:
 - Pre-notification letter mailed prior to tournament
 - Follow up email & phone calls after the tournament
- Tournament Participant surveys:
 - Sending fliers to tournament operators to distribute at captain's meeting
 - Survey web address and pass code included on fliers
 - Asking operators to send out reminder emails

Survey Status Update

March

- Tournament pre-notice letters sent: **3**
- Number selected for participant survey: **2**



April

- Pre-notice letters sent: **11**
- Number selected for participant survey: **5**

A large sign for 'THE MIDATLANTIC' tournament. The sign is white with black text and features a table of results. The table has columns for 'MONDAY', 'TUESDAY', and 'WEDNESDAY'. The table lists the names of the participants, their scores, and the dates of the tournament. The sign is mounted on a wooden frame.

Comments and Questions

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